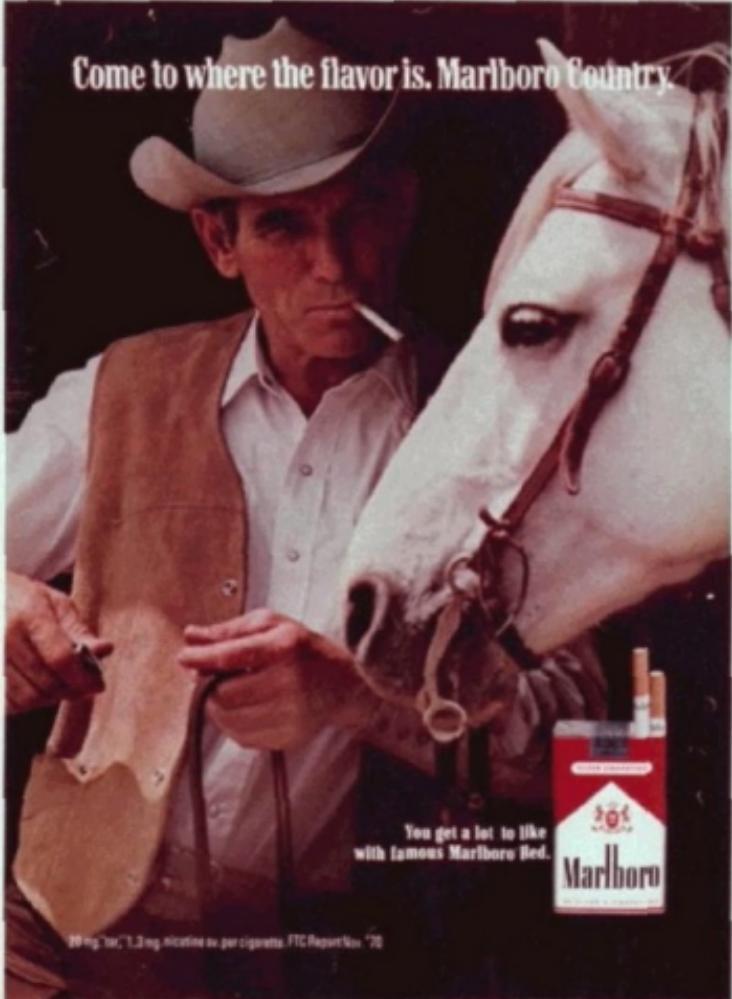


LEO BURNETT COMPANY, Inc.

Ad No. 2359—White Horse—Reg. No. 76785—Page 4/c Bleed—55 $\frac{1}{2}$  x 7 $\frac{1}{4}$  In.—TV Guide, 1971 (A)  
Printed in U.S.A.

Come to where the flavor is. Marlboro Country.



You get a lot to like  
with famous Marlboro Red.



89 mg "tar," 1.3 mg. nicotine av. per cigarette. FTC Report Nov '70



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